

Amendments to the Claims:

Claims 1, 3-32, 34-64, and 66-67 are pending in the subject application. Each of claims 1, 6-10, 12-13, 15, 24-28, 30-32, 34-40, 42, 45, 47-48, 53-55, 59-64, and 66-67 have been amended herein. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A system for reporting determined relationships in at least one network device, comprising:

at least one network device;

a life-cycle manager server, wherein the life-cycle manager server collects event data pertaining to the at least one network device and determines: a data warehouse for collecting event data pertaining to a network device;

a life-cycle manager server for determining: (i) which promotion is displayed on the at least one network device, and (ii) a relationship between the collected event data and displaying the promotion, the determined relationship representing an effect of displaying the promotion on a viewer;

a device history database, wherein the device history database summarizes and aggregates the collected event data thereby creating summarized and aggregated event data;

a reporting tools database, wherein the reporting tools database organizes the summarized and aggregated event data in a structure that facilitates publication, generation, or distribution thereby creating organized event data;

a normalizing component, wherein the normalizing component combines the organized event data with external data provided by different vendors or commercial services and normalizes the combined organized event data and external data thereby creating normalized event data;

a data warehouse, wherein the data warehouse collects the normalized event data;
and

a user interface for inquiring about the determined relationship between the normalized ~~collected~~ event data and displaying the promotion.

2. (Canceled)

3. (Previously Presented) The system of claim 1, wherein the determined relationship includes a relationship between demographics and displaying the promotion, the determined relationship representing an effect of displaying the promotion on a viewer of a given demographic.

4. (Previously Presented) The system of claim 1, wherein the determined relationship is determined from channel change events collected after the promotion is displayed.

5. (Previously Presented) The system of claim 1, wherein the determined relationship is determined from information as to whether a channel surfer stopped surfing after a promotion was displayed.

6. (Currently Amended) The system of claim 1, wherein the event data of the at least one ~~each~~ network device includes a channel on the at least one network device.

7. (Currently Amended) The system of claim 1, wherein the event data includes a time at which the at least one network device was tuned to a [[the]]channel.

8. (Currently Amended) The system of claim 1, wherein the event data includes a time at which the at least one network device was tuned away from a [[the]]channel.

9. (Currently Amended) The system of claim 1, wherein the event data includes a connection between the at least one network device and a peripheral.

10. (Currently Amended) The system of claim 1, wherein the event data includes a [[the]]viewing behavior of a viewer.

11. (Original) The system of claim 10, wherein the viewing behavior includes scrolling through a program guide.

12. (Currently Amended) The system of claim 10, wherein the viewing behavior includes at least one promotion acceptances.

13. (Currently Amended) The system of claim 12, wherein after the at least one promotion is accepted, a subsequent~~another~~ promotion is displayed such that a relationship between the collected event data and displaying of the subsequent promotions is determined, the determined relationship representing an effect of displaying the subsequent promotions on the viewer.

14. (Original) The system of claim 12, wherein the viewing behavior includes time spent on a viewer activity.

15. (Currently Amended) The system of claim 1, wherein the at least one network device periodically sends the event data to the data warehouse.

16. (Previously Presented) The system of claim 1, wherein a trigger is embedded in the displayed promotion such that when the promotion is viewed an impression is counted to determine the determined relationship.

17. (Original) The system of claim 1, wherein the event data is represented in a compressed manner using a bit mask.

18. (Original) The system of claim 1, wherein the event data includes receipt of broadcast triggers.

19. (Original) The system of claim 18, wherein the broadcast triggers are transmitted on a line 21.

20. (Original) The system of claim 1, wherein the event data includes receipt of triggers in MPEG streams.

21. (Previously Presented) The system of claim 1, wherein the system is configurable in terms of acceptance and rejection events of promotions based on thresholds configured dynamically through a central console, the configured promotion acceptance and rejection events are events in which the promotions are accepted or rejected, respectively.

22. (Previously Presented) The system of claim 21, wherein the system includes a selected network device configured with the promotion acceptance and rejection events.

23. (Previously Presented) The system of claim 21, wherein the system includes a group of network devices configured with the promotion acceptance and rejection events.

24. (Currently Amended) The system of claim 23, wherein the ~~the~~ promotion acceptance and rejection events are based on demographics of viewers.

25. (Currently Amended) The system of claim 23, wherein the promotion acceptance and rejection events are based on viewership patterns of [[the]]viewers.

26. (Currently Amended) The system of claim 23, wherein the promotion acceptance and rejection events are based on physical capabilities of the group of network devices.

27. (Currently Amended) The system of claim 1, wherein the event data includes one or more [[the]]scheduled times for one or more [[the]]promotions.

28. (Currently Amended) The system of claim 1, wherein the event data includes at least one [[the]]network location of the at least one network devices.

29. (Previously Presented) The system of claim 1, wherein the determined relationship is determined from subsequent event data collected after a promotion was displayed.

30. (Currently Amended) The system of claim 29, wherein the subsequent event data includes a [[the]]display of a URL.

31. (Currently Amended) The system of claim 29, wherein the subsequent event data includes additional channels to which the at least one network device was tuned to.

32. (Currently Amended) The system of claim 29, wherein the subsequent event data includes a [[the]]display of acceptance tags, and a [[the]]response of the viewer to the display of the acceptance tags.

33. (Canceled)

34. (Currently Amended) A method for reporting determined relationships of
a in at least one network device, comprising the steps of:

collecting event data pertaining to the network device;

determining: (i) which promotion is displayed on the network device and
(ii) a relationship between the collected event data and displaying the promotion
~~from the collected event data~~, the determined relationship representing an effect
of displaying the promotion on a viewer;

summarizing and aggregating the collected event data, wherein the
collected event data becomes summarized and aggregated event data;

organizing the summarized and aggregated event data in a structure that
facilitates publication, generation, or distribution of the event data, wherein the
summarized and aggregated event data becomes organized event data;

combining the organized event data with external data, wherein the
organized event data becomes combined event data;

normalizing the combined event data and external data, wherein the
combined event data becomes normalized event data; and

providing a user interface for inquiring about the determined relationship between the normalized ~~collected~~ event data and displaying the promotion.

35. (Currently Amended) The method of claim 34, wherein ~~the step of~~ determining the relationship includes determining a relationship between demographics data and displaying the promotions, the determined relationship representing an effect of displaying the promotion on a viewer of a given demographic.

36. (Currently Amended) The method of claim 34, wherein ~~the step of~~ determining the relationship includes determining the relationship from channel change events collected after the display of the promotion.

37. (Currently Amended) The method of claim 34, wherein ~~the step of~~ determining the relationship includes determining the relationship from information as to whether a channel surfer stopped surfing collected after the promotion was displayed.

38. (Currently Amended) The method of claim 34, wherein the event data of ~~the each~~ network device includes a channel on the network device.

39. (Currently Amended) The method of claim 34, wherein the event data includes a time at which the network device was tuned to a ~~[[the]]~~ channel.

40. (Currently Amended) The method of claim 34, wherein the event data includes a time at which the network device was tuned away from a ~~[[the]]~~ channel.

41. (Original) The method of claim 34, wherein the event data includes a connection between the network device and a peripheral.

42. (Currently Amended) The method of claim 34, wherein the event data includes a ~~[[the]]~~ viewing behavior of a viewer.

43. (Original) The method of claim 42, wherein the viewing behavior includes scrolling through a program guide.

44. (Original) The method of claim 42, wherein the viewing behavior includes promotion acceptances.

45. (Currently Amended) The method of claim 44, wherein ~~the step of~~ determining the relationship includes determining a relationship between the collected event data and displaying subsequent promotions caused by promotion acceptances, the determined relationship representing an effect of displaying the subsequent promotions on the viewer.

46. (Original) The method of claim 42, wherein the viewing behavior includes time spent on a viewer activity.

47. (Currently Amended) The method of claim 34, further comprising the step of periodically sending the event data to a ~~[[the]]~~ data warehouse.

48. (Currently Amended) The method of claim 34, wherein ~~the step of~~ determining the relationship includes counting an impression caused by using a trigger embedded in the displayed promotion.

49. (Original) The method of claim 34, wherein the event data is represented in a compressed manner using a bit mask.

50. (Original) The method of claim 34, wherein the event data includes receipt of broadcast triggers.

51. (Original) The method of claim 50, wherein the broadcast triggers are transmitted on a line 21.

52. (Original) The method of claim 34, wherein the step of collecting includes receiving triggers in MPEG streams.

53. (Currently Amended) The method of claim 34, further comprising ~~the step of~~ configuring promotion acceptance and rejection events of promotions based on thresholds configured dynamically through a central console, the configured promotion acceptance and rejection events are events in which the promotions are accepted or rejected, respectively.

54. (Currently Amended) The method of claim 53, wherein ~~the step of~~ configuring promotion acceptance and rejection events of promotions based on thresholds configured dynamically through a central console includes configuring a selected network device with the configured promotion acceptance and rejection events.

55. (Currently Amended) The method of claim 53, wherein ~~the step of~~ configuring promotion acceptance and rejection events of promotions based on thresholds configured dynamically through a central console includes configuring a group of network devices with the configured promotion acceptance and rejection events.

56. (Previously Presented) The method of claim 55, wherein the configured promotion acceptance and rejection events are based on demographics of viewers.

57. (Previously Presented) The method of claim 55, wherein the configured promotion acceptance and rejection events are based on viewership patterns of viewers.

58. (Previously Presented) The method of claim 55, wherein configured promotion acceptance and rejection events are based on physical capabilities of the group of network devices.

59. (Currently Amended) The method of claim 34, wherein the event data includes a [[the]]scheduled display time for the promotions.

60. (Currently Amended) The method of claim 34, wherein the event data includes a [[the]]network locations of the network devices.

61. (Currently Amended) The method of claim 34, wherein ~~the step of~~ determining the relationship includes determining the relationship from subsequent event data collected after a promotion was displayed.

62. (Currently Amended) The method of claim 61, wherein the subsequent event data includes a display of a URL.

63. (Currently Amended) The method of claim 61, wherein the subsequent event data includes additional channels to which the network device was tuned to.

64. (Currently Amended) The method of claim 61, wherein the subsequent event data includes a [[the]]display of acceptance tags, and a [[the]]response of the viewer to the display of the acceptance tags.

65. (Canceled)

66. (Previously Presented) The system of claim 1, wherein the determined relationship includes an impression that is counted by correlating the collected event data to a promotion schedule.

67. (Currently Amended) The method of claim 34, wherein ~~the step of~~ determining the relationship includes counting an impression by correlating the collected event data to a promotion schedule.